Advanced Advertising and Graphic Design
Curriculum Content Frameworks

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Curriculum Content Frameworks

Grade Levels 11, 12

Prerequisites: Intermediate Advertising and Graphic Design

Course Code: 494130

Course Description: Advanced Advertising and Graphic Design takes the best, most important and relevant components of Advertising and Graphic Design Introduction and Intermediate courses, then expands them for the serious 3rd year student. Each component is flexible and can be implemented throughout the school year, fulfilling the 120 credit hours of instruction. Each component is essentially intertwined with each other and may be implemented simultaneously.

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Unit 1: Peer Teaching
Hours: 15

Terminology: Collaboration, Ethics, Honesty, Integrity, Leadership, Mentor, Peer, Teamwork

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	**Application**	**Skill Group**	**Skill**	**Description**
1.1 Define and apply terms	1.1.1 Use industry terms appropriately in context	Foundation	Reading	Comprehending written information and analyzing, summarizing, and applying what has been read to a specific task in peer teaching [1.3.8]
1.2 Demonstration of ethical approaches in Advanced Advertising and Graphic Design	1.2.1 Apply ethics in daily activities	Personal Management	Integrity/Honesty / Work Ethic	Choosing an ethical course of action when faced with making a decision that may break with personal or societal values and recognizing the impact of violating these beliefs and codes on an organization, self and others [3.2.1]
1.3 Explain the duties of leadership positions	1.3.1 Perform the duties of leadership positions	Interpersonal	Leadership	Communicating ideas to justify position, accepting responsibilty, and encouraging, persuading, convincing, or otherwise motivating an individual or group [2.4.6]

Unit 2: Independent Projects
Hours: 75

Terminology: Artwork, Copy, Critique, Final product, Photograph, Rough draft, Thumbnail sketch

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge		Application	Skill Group	Skill	
2.1 Define terms	2.1.1	Use industry terms appropriately in context	Foundation	Reading	Comprehending written information and analyzing, summarizing, and applying what has been read to an independent project [1.3.8]
2.2 Identify the design process and skills necessary for creating a project	2.2.1	Apply proper research techniques and brainstorming	Thinking	Reasoning	Applying a rule or principle underlying the relationship between two or more objects when solving a problem [4.5.1]
	2.2.2	Produce thumbnail sketches	Thinking	Creative	Using imagination to generate new ideas in producing thumbnail sketches [4.1.1]
	2.2.3	Produce a rough draft/sketch	Thinking	Knowing how to Learn	Using efficient learning techniques to acquire and apply new knowledge and skills [4.3.1]
	2.2.4	Collect components necessary for production (copy, artwork, photographs,	Thinking	Problem	Recognizing and defining problems, devising and implementing plan of action, and tracking and evaluating results [4.4.10]
	2.2.5	Develop and analyze a digital proof for review	Thinking	Decision Making	Specifying goals and constraints, generating alternatives, considering risks, and evaluating and choosing the best alternative [4.2.5]
	2.2.6	Produce and evaluate final product	Thinking	Seeing things in the mind's eye	Mentally organizing and processing symbols, pictures, graphs, and other information [4.6.2]

Unit 3: Portfolio
Hours: 15

Terminology: Authorizing Software, CD, DVD, Digital Copy, Hardcopy, Matting, Portfolio, Presentation

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge		Application	Skill Group	Skill	Description
3.1	Define terms	3.1.1	Apply industry terms appropriately in context	Foundation	Reading	Comprehending written information and analyzing, summarizing, and applying what has been read to a specific task [1.3.8]
3.2	Demonstrate use of evaluation techniques for selection of portfolio pieces	3.2.1	Determine selections for portfolios	Thinking	Problem Solving	Recognizing and defining problems, devising and implementing a plan of action, and tracking and evaluating results [4.4.10]
		3.2.2	Evaluate all aspects of selected work	Thinking	Decision Making	Specifying goals and constraints, generating alternatives, considering risks, and evaluating and choosing the best alternative [4.2.6]
3.3	Produce completed portfolios	3.3.1	Demonstrate knowledge of appropriate publishing formats (CD and DVD) for digital portfolios	Thinking	Reasoning	Applying a rule or underlying principle to the relationship between two or more objects when solving a problem [4.5.1]
		3.3.2	Develop a physical portfolio	Thinking	Decision Making	Specifying goals and constraints, generating alternatives, considering risks, and evaluating and choosing the best alternative [4.2.6]
		3.3.3	Evaluate and assess digital and physical portfolios	Thinking	Problem Solving	Recognizing and defining problems, devising and implementing a plan of action, and tracking and evaluating results [4.4.10]
		3.3.4	Present and exhibit professional portfolios for viewing by prospective employers and institutions for higher learning	Thinking	Seeing things in the mind's eye	Mentally organizing and processing symbols, pictures, graphs, and other information [4.6.2]

Unit 4: Workplace Skills Development
Hours: 15

Terminology: Attendance, Career path, Cleanliness, Communications, Goals, Grooming, Timeliness, Work ethic

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge		Application	Skill Group	Skill	Description
4.1 Define Terms		4.1.1 Apply terms appropriately in context	Fundamental Skills	Reading	Comprehending written information and analyzing, summarizing, and applying what has been read to a specific task. [1.3.8]
4.2 Identify interpersonal skills essential to workplace success		4.2.1 Generalize how timeliness and attendance relate to workplace success	Personal Management Skills	Organizational Effectiveness	Adapting to the organizations goals, values, culture, and traditional modes of operation as relates to workplace success [3.3.1]
		4.2.2 Discuss how appropriate dress and personal cleanliness relate to workplace success	Personal Management Skills	Self-Esteem	Developing self-confidence and maintaining a positive view of self [3.5.3]
		4.2.3 Explain how maintaining workplace cleanliness is important to workplace success	Thinking	Reasoning	Applying a rule or principle underlying the relationship between two or more objects when solving a problem [4.5.1]
		4.2.4 Demonstrate appropriate work ethics	Personal Management	Integrity/Honesty/ Work Ethic	Demonstrating work ethics by choosing an ethical course of action when faced with making a decision that may break with personal or societal values and recognizing the impact of violating these beliefs and codes on an organization, self, and others [3.2.1]
		4.2.5 Evaluate communication, leadership, and teamwork skills essential to workplace success	Thinking	Problem Solving	Recognizing and defining problems, devising and implementing a plan of action, and tracking and evaluation results [4.4.10]
		4.2.6 Demonstrate the ability to work effectively as part of team	Interpersonal Skills	Teamwork	Works effectively with others to reach a common goal [2.6.6]

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge	**Application**		**Skill Group**	**Skill**	**Description**
4.3 Explore career opportunities in the advertising and graphic design industry	4.3.1	Research various careers in the advertising and graphic design industry	Thinking	Knowing how to learn	Using efficient learning techniques to acquire and apply new knowledge and skills [4.3.6]
	4.3.2	Discuss the skills, education, and abilities required in the advertising and graphic design industry	Thinking	Problem Solving	Recognizing and defining problems, devising and implementing a plan of action, and tracking and evaluating results [4.4.10]
	4.3.3	Research the expected growth and potential income of careers in the advertising and graphic design industry	Thinking	Decision Making	Specifying goals and constraints, generating alternatives, considering risks, and evaluating and choosing the best alternative [4.2.6]

Glossary
Unit 1: Peer Teaching

1. Collaboration – Working together in a joint effort

2. Ethics – A system or code of morals of a particular group or profession

3. Honesty – The quality of being truthful in all situations

4. Integrity – Knowing right from wrong and consistently choosing to do the right thing

5. Leadership – To be willing and able to assume the lead role at appropriate times

6. Mentor – A wise and trusted teacher or counselor

7. Peer – A person who is equal to another in abilities, qualifications, age, background, and social status

8. Teamwork – Cooperative or coordinated effort on the part of a group of persons acting together as a team or in the interests of a common cause

Unit 2: Independent Projects

1. Artwork – Text, graphic and illustrations arranged individually or in any combination for subsequent printing or display

2. Copy – An imitation, reproduction, or transcript of an original

3. Critique – A criticism or critical comment on a problem, subject, etc.

4. Final product – The end result of a piece of work

5. Photograph – A picture made by the chemical action of light on sensitive film

6. Rough draft – a preliminary outline of a document or speech

7. Thumbnail sketch – A small and quick rough drawing

Unit 3: Portfolio

1. Authoring software – A software that allows the user to create interactive media and multimedia presentations

2. CD – Stands for Compact Disk, which is an optical storage media. Compact Disks used for computer systems typically have a capacity of 700 MB of data storage

3. DVD – Originally known as "Digital Video Disc" but now often referred to as "Digital Versatile Disc". A DVD is similar in design and appearance to a CD but has a much higher capacity for data storage. A single layer DVD can store up to 4.7 GB of data and a dual layer DVD can store up to 9.4 GB of data. A dual layer, double sided DVD can hold 17 GB of data

4. Digital copy – An electronic image that can be saved for use on the computer, web, or on digital storage devices such as cd, dvd, and others

5. Hardcopy – A permanent reproduction, on any media suitable for direct use by a person (in particular paper), of displayed or transmitted data

6. Matting – Adding a border cut from mat board

7. Portfolio – A graphical resume. Real examples of the type of work you have done in the past

8. Presentation – The manner in which the comps or final works are presented to a client or in a portfolio. It can also refer to the process of showing and explaining the content of a design, concept, or topic

Unit 4: Workplace Skills Development

1. Attendance – To be at work when you are scheduled to be

2. Career path – Training and education plan to secure employment in chosen fields

3. Cleanliness – State of being clean; neatness of person or dress

4. Communications – The imparting or interchange of thoughts, opinions, or information by speech, writing, or signs

5. Goals – The purpose toward which an endeavor is directed; an objective

6. Grooming – Caring for one's appearance; to make neat and trim

7. Timeliness – To be on time and to use time efficiently

8. Work ethic – A set of values based on the moral virtues of hard work and diligence